

1958 EDITION

Fieldhouse's

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Photo by Obma Studio
October 1956

"Sultan"

Patent Applied For

Our own new everbearer now offered for the first time. We have grown all of the highly advertised everbearing varieties but have seen none even resembling this one. Sultan is so outstandingly different that one has to see it before believing. The clusters shown above are only average clusters found on young runner plants. Sultan has already been tested for us by cooperating growers in other areas who have had the same outstanding results. The price is right too.

25 for \$2.40 50 for \$4.00 100 for \$6.00

Postpaid

FIELDHOUSE FRUIT FARM
Box 117
Dodgeville, Wisconsin

Now in our 102nd year

Our 1958 offering has been cut to just those varieties which we can wholeheartedly recommend. We believe the varieties we offer are the best available for our trade area and we believe those dropped fall enough short of the really good ones that they are no longer worthy of listing. Demand for the various varieties bears out our decision.

	25	50	100	250	500	1000
Sen. Dunlap VF -----	\$.80	\$1.40	\$2.50	\$5.00	\$ 9.00	\$16.00
Robinson VF -----	.80	1.40	2.50	5.00	9.00	16.00
Catskill VF -----	.90	1.65	3.00	6.00	10.00	18.00
Sparkle VF -----	.90	1.65	3.00	6.00	10.00	18.00
Paymaster -----	.90	1.65	3.00	6.00	10.00	18.00
Sweet Sue -----	.90	1.65	3.00	6.00		
Empire VF -----	1.10	2.00	3.50	7.00	12.00	20.00
Pocahontas VF -----	1.10	2.00	3.50	7.00	12.00	20.00
Sharon -----	1.10	2.00	3.50	7.00	12.00	20.00
Wis. 5-37 -----	1.10	2.00	3.50	7.00		
SULTAN* -----	2.40	4.00	6.00	12.00	20.00	35.00

*Sultan is sold under "patent applied for" and it is postpaid.

If plants should turn out to be not true-to-name or do not arrive in a live condition, we will replace them without charge. Our guarantee does not imply any further liability but we do make allowance for certain hard luck cases.

Most of our plants are shipped from dormant storage. We have found dormant plants to be far superior to "fresh dug" plants as they ship better, start more easily, and seem more vigorous. We have most varieties ready to ship on April 1st and can ship until May 15th. To assure delivery please order as early as possible. We do not prefer to take orders after April 15th and please—no large orders after April 1. Orders on Sultan* alone will be accepted up to May 15th.

A packing and mailing charge of 40c is made on all orders except for Sultan* up to 20 pounds shipped anywhere east of the Rockies. Please allow ample postage for orders over 20 pounds or 500 plants. Any excess will be refunded.

"SULTAN" - Patent Applied For

Mr. A. E. Lang's new creation tops everything we have ever seen. The berry itself is a beautiful dark red with a somewhat tart wild flavor. Our customers prefer it even to our top-notch June varieties. Unlike other everbearers "Sultan" produces heavy vegetative growth with runner production comparable to Robinson. The picture on the cover illustrates the fruit production that can be attained on new runner plants.

Here is what it does for us. Our new rows were set out late in May. In three weeks runner production had begun. Fall production of berries began late in July on mother plants while primary runner plants began bearing late in September. Some secondary runners began to produce early in October and carried heavy fruit production well into November. In the Spring the whole row turns white with blossoms and bears through the normal June bearing season.

Naturally a variety as different as "Sultan" would require a change in culture methods, and it does. Every Spring a new planting should be made. Unless one has an exceptionally long growing season most runners should be removed leaving the plants quite widely spaced. The aisle should be filled with straw or other mulch both to protect berries and to cut down on runner production. The patch should always be kept clean of overripe berries to safeguard those still forming. Clusters will nearly always be covered by a protective mat of big, dark green leaves so one must look under them for the berries. Each year when the Spring crop is done the row should be destroyed as "Sultan" depends on vigorous new plants, not big-crowned old plants for heavy production.

It is understood that in purchasing these plants that the buyer agrees with the seller that he will not use the plants old to him for any purpose other than production of fruit, that he will not multiply or propagate them except for the production of fruit for his own use or sale, and that he will not resell the plants sold to him.

"ESTEEM" Plant patent 1408

Originated by Mr. A. E. Lang and introduced by us in the Fall of 1954. It is what we call an "all summer bearing strawberry." A berry of this type takes special care as it tries to produce heavily during the hot part of summer. We are not offering it this year as we believe "Sultan" has just about everything one could want in an everbearing.

"RED RICH" Plant Patent 993

No longer offered by us as we have had too many complaints about it.

POCAHONTAS "VIRUS FREE"

A variety that is really coming up fast. We now consider it our top commercial variety. Apparently it is adaptable to an extremely wide area. A terrific yielder of beautiful, large, medium red berries. Vigor of plants is outstanding. If you haven't tried this you are really missing something great.

CATSKILL "VIRUS FREE"

Catskill has been almost unbeatable the past three years. Yields have been fantastic while quality and size have been excellent. It is wonderful for "pick your own" as well as other commercial patches.

SPARKLE "VIRUS FREE"

PAYMASTER "Crown from Indexed Stock"

We see little difference between these two varieties. Large, firm, high yielder. Berries are somewhat round in shape and have wax-like gloss. We find the last berries tend to be small and hard.

EMPIRE "VIRUS FREE"

Ripens soon after Premier. Has been a wonderful variety in our area. Quality is good and size is large. We recommend planting this instead of Premier.

SENATOR DUNLAP "VIRUS FREE"

We have never praised this variety but we must admit it is the ideal berry for the grower who gives his patch little care. Extremely hardy.

ROBINSON "VIRUS FREE"

Ripens soon after Premier and continues into late season. Big, round, blunt nosed berries on large thick stems. Solid red with tangy rich flavor. Easy to grow, making lots of plants which are moderately productive. If you have trouble with soft berries, try using "Captan." Don't let rows get too thick or over-fertilize.

PREMIER

Discontinued as most people find it hard to grow. It seems each grower has something different under this name. "Virus Free" Premier is not worthy of listing.

SHARON

Introduced by us in 1954 as a superior selection from Dr. Roberts' Wis. 537. We rate this above all others for quality and consumer appeal. It is the favorite with our pickers too. Beautiful, dark red, firm, and a good shipper. Large vigorous plants and a heavy yielder of medium and large sized berries, through an exceptionally long season. We think this variety has great possibilities commercially as well as being terrific for the home garden. Sharon should be more heavily fertilized than most others and if early Spring is cold it needs a soluble instant nitrogen fertilizer just as leaves are developing.

We regret that last year a few batches of Sharon had some Robinson mixed in. We are sorry this happened but we are sure our stock is now free from mixture.

WIS. 537

Similar to Sharon. We do not think this strain is quite as vigorous but University tests show it to be a top yielder year after year.

SWEET SUE (the original Wis. 2-61)

Introduced in 1955. Berry is smooth skinned, solid, medium red and exceptionally sweet. Excellent plant maker. Home gardeners have really been delighted with this one.

WIS. 2-14 and WIS. 2-61

We believe these two varieties leave much to be desired and can no longer recommend them to our customers.

JERSEYBELLE

This variety seems well adapted to limited areas. It is highly susceptible to leaf spot diseases. We are not listing it this year.